

JUDGE NAME:

Problem & Evidence

Circle Your Score

1 2 3 4 5 6 7

The venture has a clear, well-defined problem supported by credible data (clinical/public health/industry), primary & secondary research, stakeholder input, and medically valid claims.

Target User & Market Understanding

Circle Your Score

1 2 3 4 5 6 7

The venture has a clear definition of target user(s) and customer(s), explanation of market size or significance, and understanding of access, equity, or community context.

Solution & Product

Circle Your Score

1 2 3 4 5 6 7

The venture's solution is clearly explained, appropriately differentiated, supported by an MVP, validated through testing or feedback, and uses AI appropriately (if applicable).

Implementation & Business Model

Circle Your Score

1 2 3 4 5 6 7

The venture has a clear business or sustainability model, realistic go-to-market strategy, a logical implementation plan, and awareness of market constraints (regulation, workflows, adoption).

Traction & Validation

Circle Your Score

1 2 3 4 5 6 7

The venture has evidence of traction or validation appropriate to stage, including meaningful metrics, partnerships, funding or grants (if applicable), or clear KPI.

Impact & Future Direction

Circle Your Score

1 2 3 4 5 6 7

The venture has a clear mission and vision, potential health/community/equity impact, thoughtful future roadmap, and a clear explanation of how the \$20,000 would be used at this stage.

Problem & Evidence: Is this a real, well-defined community or health problem backed by credible evidence?

I. Criteria

- a. Clear and specific problem statement
- b. Supported by credible data
 - i. clinical, public health, or industry sources)
 - ii. Evidence of research (primary and/or secondary)
 - iii. Stakeholder interviews or real-world anecdotes
- c. Medical validity (no unsupported or unsafe claims)

Target User & Market Understanding: Do they clearly understand who this is for and why it matters?

I. Criteria

- a. Market size or significance explained
 - i. Target audience clearly defined, Users vs customers identified
- b. Understanding of access, equity, or community context

Solution & Product: Does the solution credibly address the problem?

I. Criteria

- a. Solution clearly explained and easy to understand MVP, prototype, or pilot defined or demonstrated
- b. Validation of solution (testing, feedback, early use)
- c. Appropriate use of AI (if applicable)
- d. Differentiation from existing solutions

Implementation & Business Model: Can this realistically work in their user's ecosystem?

I. Criteria

- a. Clear business or sustainability model
- b. Realistic go-to-market strategy
 - i. Logical implementation plan
- c. Awareness of market constraints (regulation, workflows, adoption)

Traction & Validation: Is there evidence this solution works or is gaining momentum (relative to stage)?

I. Criteria

- a. Meaningful metrics (users, pilots, outcomes, LOIs, etc.)
 - i. Partnerships (clinical, community, institutional)
 - ii. Funding or grants (if applicable)
- b. Validation of need or solution
- c. Clear KPIs or success measures



Impact & Future Direction: If successful, does this meaningfully improve community or health outcomes or access?

I. Criteria

- a. Clear mission and vision
- b. Potential health, community, or equity impact
- c. Thoughtful future roadmap
- d. Clear explanation of how \$20,000 would be used at this stage

